Unmasking hoe_math

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Why it matters

The online figure known as ItIsHoeMath on X (formerly Twitter) and hoe_math on YouTube has, over the past few years, established a presence in the manosphere, particularly within the pickup artist and dating advice subculture, as well as in the self-help niche. More recently, however, he has repositioned himself as a vocal proponent of the New Right, espousing views that place him even further to the right than figures like Nick Fuentes.

Initially, HoeMath gained attention for his hand-drawn diagrams and categorizations, reminiscent of the frameworks popularized by Jordan Peterson and similar commentators. Over time, his content has shifted dramatically toward overt white supremacist rhetoric, most clearly visible on his X account. His YouTube channel, while not yet as explicitly radical, appears to be following the same trajectory, likely tempered by platform moderation policies. His last video (as of this writing) connects these two worlds. In it, he applies his familiar relationship theories to a controversy among right-wing women on X, sparked by the engagement of polarizing figure Sarah Stock as a result of her announcing her engagement.

The anonymity this individual enjoys, or at least the general lack of awareness from both his audience and the broader online public, combined with the current political climate, has enabled him to promote increasingly extreme views without restraint. This document draws from publicly available information to shed light on the person behind the account, with the belief that exposure may lead to greater accountability, or at the very least, force him to reconsider the rhetoric he so freely spreads under the cover of relative obscurity.

So, who is hoe_math?

Interestingly, this individual maintains a significant online presence, appearing across job boards, videos, and various media platforms. One of the most compelling connections is found in a relatively old video (here is the Internet Archive Link, in case it's ever removed). At timestamp **18:40**, the voice of a person identified as **Justin Careesi** can be clearly heard. Notably, this voice is identical to the one featured in videos on the **hoe_math** YouTube channel.

This vocal similarity has been observed by others as well, it's mentioned in the comments of that video and also on a subreddit seemingly dedicated to or discussing him. Interestingly, that post has not been removed, suggesting the individual may not have control over the subreddit.

A quick search of the name "Justin Careesi" reveals that he also goes by **Justin Quirici** (hence the phonetic alias, *Careesi*). Records suggest that he worked several gigs prior to the COVID-19 pandemic, after which he appears to have transitioned into stand-up comedy before launching the **hoe_math** YouTube channel in 2023. This timeline is also supported by posts on his now-inactive Twitter (X) account.

What's particularly noteworthy is that much of the theorizing he engages in on his channel, which contributes to his credibility among some of his followers on X, is largely rooted in personal opinion rather than formal academic training in psychology, sociology, or any related field.

To further support the claim that the individual behind **hoe_math** is indeed **Justin Careesi**, there is not only a strong vocal match but also a visual one. In a particular image, he is seen wearing a distinctive necklace in his picture and has a mole on the right side of his neck—with the latter clearly visible in the aforementioned older video. These two features appear simultaneously at **10:26** in this other video, making the physical identification quite compelling.

Final remarks

While revealing this individual's identity may not immediately stop the spread of their ideas, as we've seen in similar cases, it could, in this instance, undermine their credibility, particularly given their background. This loss of perceived legitimacy among their base could be significant. I encourage the reader either to use this information as a foundation for an article or to forward it to a media outlet that may be interested in pursuing the story further.

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